



FOR IMMEDIATE RELEASE

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**Liberty Tire Recycling Presents ‘Recycle SALT LAKE CITY: 2011’ Event
to Explore Scrap Tire Collection and Options for Greener Roadways**

— December 14 Program to Focus on Performance Benefits of Rubber Modified Asphalt —

PITTSBURGH, November 28, 2011 – [Liberty Tire Recycling](#), the premier provider of tire recycling services in North America, will highlight eco-friendly, sustainable civil engineering solutions on December 14, 2011 with an all-day event called Recycle SALT LAKE CITY: 2011. Held at both the Little America Hotel (500 South Main Street) and at Liberty Tire Recycling’s Beck Street facility, the dual-session program will gather transportation and environmental professionals, civic leaders and policy-makers together so that they may learn more about new applications for recycled rubber, including rubber modified asphalt.

“With a renewed focus on community improvement through sustainable sourcing, rubber modified asphalt and other innovative applications for recycled rubber create a win-win situation for cities across the nation,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “Reusing scrap tire rubber for infrastructure like highways can help ensure that dangerous tire piles are a thing of the past, and also help build a sustainable future in Salt Lake City and across the nation.”

A morning session will focus on scrap tire collection processes with a presentation called Ecosystem: SALT LAKE CITY and a tour of the Liberty Tire Recycling facility. In the afternoon, a technical session at the hotel will focus on rubber modified asphalt for civil engineering applications. Along with Liberty Tire Recycling, an expert from the Rubber Pavements Association will join the dialogue with a presentation focused on experiences with rubber modified asphalt. Several elected officials are expected to attend.

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— December 14 Program to Focus on Performance Benefits of Rubber Modified Asphalt —

Rubberized asphalt is a low-cost, high-performance alternative to traditional paving mixes that reduces dependency on oil and limits carbon dioxide emissions. Added to traditional asphalt, crumb rubber comprises 8- to 22-percent of the binder and increases tensile strength. For more than 40 years, rubberized asphalt has proven to diminish maintenance costs and provide a smoother, safer ride. Plus, recycled rubber provides a reliable and consistent supply of material.

“We encourage engineers and road maintenance supervisors to take rubberized asphalt specifications from this event and put them into practice in Salt Lake City to help save money without sacrificing performance,” Kendall added.

Recycle SALT LAKE CITY: 2011 is an invitation-only event. Members of the media are welcome to attend. The program will include lunch during the afternoon session. A shuttle will be provided from the Little America Hotel to Liberty Tire Recycling and back for those who attend both sessions. **Please RSVP to Elizabeth Bacheson at 412.642.7700 or elizabeth.bacheson@elias-savion.com by December 9.**

For more information about Liberty Tire Recycling, visit www.libertytire.com.

About Liberty Tire Recycling

Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 140 million tires annually, Liberty Tire reclaims about 1.5 billion pounds of rubber for innovative, eco-friendly products. The recycled rubber produced by Liberty Tire is used as crumb rubber and industrial feedstock for molded products; as tire-derived fuel for industrial kilns, mills and power plants; and as rubber mulch for landscaping and playgrounds. The company maintains a nationwide network of processing plants, and comprehensive door-to-door collection services. Liberty Tire Recycling is headquartered in Pittsburgh, PA. For more information, please visit www.libertytire.com.

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